



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Sena Kozar Strategies  
1322 G ST SE  
WASHINGTON, DC 20003-3021

## Contract # 4851014

**Schedule Dates** 05/25/21-05/31/21  
**Advertiser** Hala Ayala for Lt Gov-D (141761)  
**Agency** Sena Kozar Strategies (19658)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Hala for Virginia TV 5.25-5.31 (1564135)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name** Certo,Michele  
**Phone/Fax** /  
**CPE** 10135  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 05/24/21  
**Last Modified** 05/24/21  
**Entered By** Mark Afshar  
**CO-OP** No  
**External #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,935.00  
**Net Total** \$10,965.00  
**Sales Tax**

## Washington (WJLA)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| May. 2021           | 33        | \$10,925.00        |
| Jun. 2021           | 6         | \$1,975.00         |
| <b>Grand Total:</b> | <b>39</b> | <b>\$12,900.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                                  | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station           | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|----------|---------|
| 1.0  | Normal Line / SPOT             | 05/25/21-05/28/21 | 3   | :30    | 5A- News-7News ON YOUR SIDE at 5AM         |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$100.00 | \$400.00   | Washington (WJLA) |          | 5/24/21 |
| 2.0  | Normal Line / SPOT             | 05/31/21-05/31/21 | 3   | :30    | 5A- News-7News ON YOUR SIDE at 5AM         |     | 1  |    |    |    |    |    |    | 1     | \$100.00 | \$100.00   | Washington (WJLA) |          | 5/24/21 |
| 3.0  | Normal Line / SPOT             | 05/25/21-05/27/21 | 2   | :30    | 5:58:15A- News-7News ON YOUR SIDE at 6AM   |     |    | 1  |    | 1  |    |    |    | 2     | \$400.00 | \$800.00   | Washington (WJLA) |          | 5/24/21 |
| 4.0  | Normal Line / SPOT             | 05/31/21-05/31/21 | 2   | :30    | 5:58:15A- News-7News ON YOUR SIDE at 6AM   |     | 1  |    |    |    |    |    |    | 1     | \$400.00 | \$400.00   | Washington (WJLA) |          | 5/24/21 |
| 5.0  | Normal Line / SPOT             | 05/26/21-05/28/21 | 2   | :30    | 9A- Live with Kelly                        |     |    |    | 1  | 1  | 1  |    |    | 3     | \$325.00 | \$975.00   | Washington (WJLA) |          | 5/24/21 |
| 6.0  | Normal Line / SPOT             | 05/25/21-05/28/21 | 2   | :30    | 9A- Live with Kelly                        |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$225.00 | \$900.00   | Washington (WJLA) |          | 5/24/21 |
| 7.0  | Normal Line / SPOT             | 05/31/21-05/31/21 | 2   | :30    | 9A- Live with Kelly                        |     | 1  |    |    |    |    |    |    | 1     | \$225.00 | \$225.00   | Washington (WJLA) |          | 5/24/21 |
| 8.0  | Normal Line / SPOT             | 05/31/21-05/31/21 | 2   | :30    | 10:58:25A- ABC-The View                    |     | 1  |    |    |    |    |    |    | 1     | \$400.00 | \$400.00   | Washington (WJLA) |          | 5/24/21 |
| 9.0  | Normal Line / SPOT             | 05/25/21-05/28/21 | 2   | :30    | 10:58:25A- ABC-The View                    |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$400.00 | \$1,600.00 | Washington (WJLA) |          | 5/24/21 |
| 10.0 | Normal Line / SPOT             | 05/25/21-05/27/21 | 1   | :30    | 11:59:56A- News-7News ON YOUR SIDE at Noon |     |    | 1  |    | 1  |    |    |    | 2     | \$550.00 | \$1,100.00 | Washington (WJLA) |          | 5/24/21 |
|      |                                |                   |     |        |  |     |    |    |    |    |    |    |    |       |          |            |                   |          |         |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|                             |       |                   |       |           |

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|----------|---------|
| 11.0 | Normal Line / SPOT             | 05/31/21-05/31/21 | 1   | :30    | 11:59:56A- News-7News ON YOUR SIDE at Noon |     | 1  |    |    |    |    |    |    | 1     | \$550.00 | \$550.00   | Washington (WJLA) |          | 5/24/21 |
| 12.0 | Normal Line / SPOT             | 05/31/21-05/31/21 | 2   | :30    | 2P- ABC-General Hospital                   |     | 1  |    |    |    |    |    |    | 1     | \$300.00 | \$300.00   | Washington (WJLA) |          | 5/24/21 |
| 13.0 | Normal Line / SPOT             | 05/25/21-05/28/21 | 2   | :30    | 2P- ABC-General Hospital                   |     |    | 1  | 1  | 1  | 1  |    |    | 4     | \$300.00 | \$1,200.00 | Washington (WJLA) |          | 5/24/21 |
| 14.0 | Normal Line / SPOT             | 05/29/21-05/29/21 | 2   | :30    | 9A- ABC-Good Morning America Saturday 2    |     |    |    |    |    |    | 2  |    | 2     | \$325.00 | \$650.00   | Washington (WJLA) |          | 5/24/21 |
| 15.0 | Normal Line / SPOT             | 05/29/21-05/30/21 | 3   | :30    | 6P- 7P (EST)                               |     |    |    |    |    |    | 2  | 2  | 4     | \$350.00 | \$1,400.00 | Washington (WJLA) |          | 5/24/21 |
| 16.0 | Normal Line / SPOT             | 05/29/21-05/29/21 | 2   | :30    | 8A- News-7News ON YOUR SIDE Weekend at 8AM |     |    |    |    |    |    | 1  |    | 1     | \$250.00 | \$250.00   | Washington (WJLA) |          | 5/24/21 |
| 17.0 | Normal Line / SPOT             | 05/30/21-05/30/21 | 1   | :30    | 7:58:40A- ABC-Good Morning America Sunday  |     |    |    |    |    |    |    | 2  | 2     | \$550.00 | \$1,100.00 | Washington (WJLA) |          | 5/24/21 |
| 18.0 | Normal Line / SPOT             | 05/25/21-05/25/21 | 1   | :30    | 3:59:27P- News-7News ON YOUR SIDE at 4PM   |     |    | 1  |    |    |    |    |    | 1     | \$550.00 | \$550.00   | Washington (WJLA) |          | 5/24/21 |
|      |                                |                   |     |        |  |     |    |    |    |    |    |    |    |       |          |            |                   |          |         |

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